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CONSUMER GOODS TARGET OF THE CHEMICAL INDUSTRY USSR

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The Ministry of Chemical Industry USSR has established norms for a large volume of consumer goods production. To fulfill this task the chemical industry must deliver in 1954 91 million pairs of rubber boots, galoshes, and other footwear; 40 percent more plastic items than in 1953; 60 percent more celluloid articles; 60 percent more iron-enamel dishware; 20 percent more bicycle tires, and 25 percent more bicycle tire tubes. The output of rubber toys must be almost 3 times the 1953 volume and the output of rubber balls almost 2 times; domestic consumer goods of a chemical nature will be increased by almost 70 percent. The output of table salt, laundering agents, lacquer and paint products, and other chemical goods will be increased.

In 1954 about 7 million bicycle tire casings will be distributed through the trade network alone and the output of bicycle inner tubes will be increased up to 10 million. A large number of automobile tires and tubes, spare rubber parts, and other rubber items also will be manufactured for sale to the public.

The Voronezh Tire Plant is producing a large quantity of low-quality motorcycle tires. The output of prime-quality bicycle casings will not exceed 70 percent nor motorcycle casings 45 percent of total output.

The enterprises of the Main Administration of Rubber Industry will produce a large quantity of rubber products. The output of rubber sheets for medical purposes will be doubled in 1954 and baby bottle nipples will be 1.5 times the 1953 volume.

In 1954 the plastics industry will produce 40 percent more items than in 1953. In 1955 plants of the Ministry of Chemical Industry USSR plan to process 4 times as many plastic articles as in 1950. A bottleneck in the plastics industry is the production of pressforms for consumer goods articles.

To satisfy the growing demand for celluloid toys, the plastics industry is expanding the production of these toys at the Okhtenskiy Chemical Combine. Whereas the production of toys in 1954 will be increased by 60 percent over 1953, by 1955 the 1953 output will be doubled.

A large increase will be achieved in the production of rubber playthings. In 1940 a total of 1.1 million toys of limited variety were issued, in 1951 3.4 million were produced, and in 1953 this increased to 7.2 million. In 1954 the output will be increased to 15 million, and in 1955 to 22 million.

To facilitate this increase in production, new shops have been organized at the Kiev "Krasnyy Rezinshchik" Plant, which has mastered the method of producing rubber toys by a dip method and will produce 3.5-4 million toys annually. Also, the production of rubber toys by this same method will be organized at the Kursk Reclaimed Rubber Plant, ask the Moscow Sanitary and Hygienic Rubber Products Plant will increase its capacity for the production of toys to 4 million annually.

The Sverdlov Rubber Products Plant and the Leningrad Technical Rubber Products Plant are also engaged in the production of toys. The latter plant will put into operation additional machinery in order to achieve an output of 5.5 million toys in 1954 compared to an output of 4 million in 1953.

- 1 -

STAT

In 1954, 7 million rubber balls will be produced, almost twice as many as in 1953; in 1955 the output of rubber balls will amount to 13 million.

To take care of the increase in the production of rubber balls, there has been organized at the Kursk Reclaimed Rubber Plant a new shop which will produce 5 million balls a year. This shop will be put into operation in July 1954. The capacity for production of balls will also be increased at the Leningrad Technical Rubber Products Plant.

In 1954 the enterprises of the chemical industry should produce, in packaged form for consumer needs, laundering agents, bicarbonate of soda, fertilizer mixtures, lacquers, paints, dyes for home use, photo chemicals, acids, solvents, and other chemical products in twice the amount produced in 1953.

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- 2 -